

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Matz	Confirmation No.: 6346
Serial No.: 10/726,727	Examiner: Jun Fei Zhong
Filed: December 2, 2003	Group Art Unit: 2426
For: SYSTEM AND METHOD FOR PROVIDING A PERSONALIZED CHANNEL	

November 30, 2010

Mail Stop Amendment  
Commissioner for Patents  
Box 1450  
Alexandria, VA 22313-1450

**RESPONSE TO OFFICE ACTION OF AUGUST 31, 2010**

Assignee provides the present Response to address the issues raised in the Office Action (the "Action") mailed August 31, 2010. Assignee provides the present Response pursuant to the rules stated in revised 37 C.F.R. 1.121 that became effective on July 30, 2003.

It is not believed that an extension of time and/or additional fee(s)-including fees for net addition of claims-are required, beyond those that may otherwise be provided for in documents accompanying this paper. In the event, however, that an extension of time is necessary to allow consideration of this paper, such an extension is hereby petitioned under 37 C.F.R. §1.136(a). Any additional fees believed to be due in connection with this paper may be charged to our Deposit Account No. 50-0220.

**Amendments** to the claims begin on Page 2 of this paper.

**Remarks** begin on Page 5 of this paper.